



#honkforhope
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WHAT IS #HONKFORHOPE?

#honkforhope is a pan-European initiative to save coach companies across Europe. It was born on April 29th, 2020 when Alexander Ehrlich, director of the City Tours group of companies (offices in Austria, Germany, Italy and Poland) gave the Austrian government the request "Save tourist buses in Europe" during the first pan-bus event - European taking place simultaneously in Vienna, Dresden and Bratislava and a total of approx. 35 other cities in Europe.

THE FUNDAMENTAL IDEAS OF #HONKFORHOPE

The fundamental messages that we want to convey to the citizens and governments of Europe (same across Europe!):

- 1) Do you want citizens of your country to be able to travel again after coronavirus? Then please save the tour buses in your country.
- 2) Do you want people from other countries to return to your country after the coronavirus to spend money in hotels, restaurants and museums? Then please save the tour buses across Europe.
- 3) The coach is a symbol of travel. Traveling is freedom. The freedom to travel is the engine of the European Union. The tourist bus is the torch of hope on the way back to our beloved Europe!

What we ask of the citizens and governments of Europe (variable across countries):

- 1) You asked us for solidarity to protect the citizen by closing our businesses, and we obeyed. Now we need solidarity. The loans do not solve the problem, since even after the coronavirus, a bus cannot travel 60 days a month to recover losses. We need a non-refundable compensation. In Germany, the amount we request is EUR 300.00 per bus and day off. In other countries, this figure must be adapted to the economic situation of the respective nation.
- 2) Until the end of the closure, we need liquidity to survive and keep the buses running. In the form of easily accessible credits for all bus companies, in all countries and without complicated bureaucracy. Companies will need access to loans with a 100% state guarantee.
- 3) Finally, what we want most is to be able to return to our work, that we have chosen and that we love. We want to take our passengers to the beautiful places of our united Europe and earn money with honest work. In this sense, we need a reopening of the bus sector, without safety spaces between passengers. We naturally accept mandatory protective masks, as long as the pandemic is not overcome.

HOW IS #HONKFORHOPE ORGANIZED?

#honkforhope is a general framework in which there is space for each individual initiative, according to the respective structure of the bus sector in different countries. We do not care if one of our members is a single company, a spontaneous group of collaborating companies or an institutional federation. Furthermore, there is no interest in interfering with the details of what the various initiatives require in detail from their governments. However, we are convinced, and we request this of all our members, that the emphasis on the three basic uniform messages in all communications in our sector to the authorities and the media is the strategy that will allow us to get out of this pan-European crisis, all together.

HOW TO ORGANIZE YOUR COUNTRY'S COOPERATION WITH #HONKFORHOPE

As in all other countries, the important thing is

- pass your local message (variable) according to the national / regional situation
- pass the European (uniform) message to everyone together
- exchange information in both directions (YOUR COUNTRY -> Europe // Europe -> YOUR COUNTRY) quickly (photos and videos) in the framework of the #honkforhope channels that we use together
- create strong images of unity (#honkforhope logo present in images, European message present in texts)

Here on the right, you will find the logo to get started, and below some examples from various countries how it is used. Those who wish can also get it at the price of EUR 15.00 (1 x 1 m)





As seen here: no problem putting other national / local logos. #honkforhope is a supplement, not "instead of something". We are a cooperation of 1000 individual initiatives, and we are eager to accentuate it. We are not an institution or an institution that wants to replace what exists. We do not want to change the internal structures of our business sector within nations. We are a symbol of solidarity throughout Europe, with a common message, formulated in different words from many.



Many companies present the logo, with a link to the playlists on YouTube also on their websites, for example here: <https://www.kaden-reisen.com/>.

Some have also decided not to use the logo (like the VPR federation in Germany on the left), but the hashtag #honkforhope.

THE INTERNATIONAL GREETING OF #honkforhope



To further support us, we have created an international greeting among the members of our movement. An easy one-handed gesture, even when driving a vehicle. This gesture with the hand symbolizes: 1) the horn = the signal-horn, 2) the letter E = Europe. Playing the horn for hope in Europe = #honkforhope.

THE COMMUNICATION CHANNELS OF #honkforhope

These are the main communication channels we are using currently:

- 1) <https://www.youtube.com/channel/UChMYaZpqH6KIIWQ4PMkFQuQ/playlists>
The YouTube channel, where we post anticipated event announcements in real-time (or almost) videos about what is happening and why, and after the demos, information about what happened and the impact it had on the media and politics. Please subscribe!
- 2) <https://www.facebook.com/groups/honkforhope/>
The international facebook group, and at the same time the German national group
- 3) The group in the Telegram messenger (can be downloaded for free at <https://www.telegram.org/>). After download: Click <https://t.me/honkforhope> to directly enter our chat. You will also be able to see everything that was said before your arrival

HOW TO COOPERATE WITHIN #honkforhope

To also promote your country's interests at the European level, we need strong images. In the media, on social media and in politics, the image generally wins. For this:

- 1) keep us informed of all events (small or large) that you organize in your country
- 2) add the #honkforhope logo to the logo(s) you are already using, on buses, websites, messages, ... So we will make everyone understand that the coach sector in Europe speaks with one voice when we say "save the Tourist Bus in Europe".
- 3) provide us with material (videos, photos, audiophiles, texts, ...) to be presented outside of your country - a lot of material, and (almost) in real time. During the demonstrations. While the action is taking place. As such, we can determine that the world is waiting for the place where we make ourselves heard.
- 4) help us to pass messages from other countries in your country through Facebook groups, YouTube channel and Telegram. So we can ensure that no country is surpassed by others. If (as now, 19.05.) tour buses in Austria already have the right to travel with 50 people in a 50 seat vehicle, this message is important to other countries. Or if (as now, 19.05.) In Germany, the government offers EUR 85.00 per bus per day of compensation, everyone else should know immediately.

Try to attract as many people as possible to our Telegram group <https://t.me/honkforhope>. Bus entrepreneurs, tour guides and anyone who wants to help us out of the economic hell we are currently in, all of them. In other countries, across all groups, we are between 100 and 1000 people per country, which makes us much more effective in communicating messages from your country <-> Europe. We must also reach this level in your country, to better help your country not be forgotten in the politics of other countries and of the Union.

Stronger together. #honkforhope



CONCRETE PROGRESS / #HONKFORHOPE REALIZATIONS

- 1) As of 04.29.: In Austria, the tourist bus problem, which until now was a mixed competition between four different ministries, is now clearly attributed to the tourism ministry. This is highly advantageous, since our sector has more in common with hotels and restaurants than with trucks and taxis, in the current situation.
- 2) On 04.29, #honkforhope Slovakia managed to help Slovak MEPs in the European Parliament deliver the pan-European petition "Save tourist buses in Europe" not only to the Slovak government, but also, in a Romanian version, to the Commissioner of the UE Valean, in their mother tongue.
- 3) On 18.05., We received a response containing very interesting information for all bus companies in Europe, and which we will publish shortly, after a thorough examination of the concrete impact that it could have on our sector of activity. Our lawyers in Austria, Germany and Slovakia are examining the situation in a great hurry.
- 4) From 01.05., In Austria there are no longer any limitations regarding the limit of people that can be transported in a tourist bus. A 50-seater coach can circulate with 50 people on board.**
- 5) We have created an unprecedented effective telegram group system, which allows us to interact at the speed of light between all our colleagues in Europe, whether it is to exchange important information or news between bus operators in various European countries .
- 6) Until 22.05., we have gathered around 7,000 - 7,500 bus companies in various European countries, being particularly present and popular in Germany, Austria, Slovakia, Slovenia, Croatia, Albania, Italy and Spain. We are also in a regular exchange of ideas and news with comparable initiatives in France, Switzerland and the United States.
- 7) At the conference of transport and tourism ministers in Brussels, at least one of the ministers promised us that he would also like to discuss the content of our petition with his colleagues. We await confirmation that it has actually been done.
- 8) After our parade in Berlin with 500 buses (on 14.05.), the German transport minister proposed a figure of 170 million euros to compensate for the damage during the closure. This corresponds to approximately EUR 85.00 per coach per day off. We are not ready to accept this figure (we request EUR 300.00 per bus per day), and we will do an even bigger second procession on 27.05. In Berlin.

We hope that through our way of acting at the supranational level in the tourist bus sector, we may obtain a domino effect among the European states, which will make all colleagues in Europe benefit from what colleagues in a specific country were already able to get.

